

Pengaruh employer attractiveness terhadap intention to apply for a job dengan corporate reputation sebagai variabel mediasi bagi mahasiswa/i strata 1 tingkat akhir perguruan tinggi di Indonesia (Studi pada PT. Pertamina) = The effect of employer attractiveness on intention to apply for a job with corporate reputation as mediating variable for final year undergraduate student of college in Indonesia (Study on PT Pertamina).

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Abstrak

Perusahaan memiliki tantangan “war for talent”, yaitu persaingan dengan perusahaan lain dalam mendapatkan SDM yang unggul. Untuk menarik calon karyawan, perusahaan harus memiliki daya tarik yang dapat meningkatkan minat pencari kerja dalam melamar pekerjaan. Selain itu, reputasi perusahaan juga dipertimbangkan oleh pencari kerja ketika ingin melamar pekerjaan. Penelitian ini bertujuan untuk menganalisis pengaruh employer attractiveness terhadap intention to apply for a job dengan corporate reputation sebagai variabel mediasi. Penelitian ini merupakan penelitian kuantitatif dengan metode survei menggunakan kuesioner yang disebarluaskan secara online melalui google form. Jumlah sampel yang terkumpul pada penelitian ini adalah 264 sampel, yaitu mahasiswa/i S1 tingkat akhir perguruan tinggi di Indonesia yang sedang mencari tempat magang atau tempat pekerjaan. Analisis penelitian menggunakan analisis statistik deskriptif, analisis regresi linear sederhana, analisis regresi linear berganda, dan analisis sobel test. Hasil penelitian ini menunjukkan bahwa employer attractiveness berpengaruh secara signifikan terhadap intention to apply for a job dan corporate reputation. Selain itu, hasil juga menunjukkan bahwa corporate reputation berpengaruh secara signifikan terhadap intention to apply for a job. Kemudian, hasil sobel test menunjukkan bahwa corporate reputation memediasi pengaruh antara employer attractiveness terhadap intention to apply for a job.

.....Corporates face the challenge of "war for talent", which is a competition with other corporates in obtaining superior human resources. To attract the job applicants, the corporate must have an appeal that can increase the interest of job seekers in applying for jobs. In addition, the corporate reputation also comes to consideration when they want to apply for a job. This study aims to analyze the effect of employer attractiveness on the intention to apply for a job with corporate reputation as a mediating variable. This study used quantitative approach with a survey method using a questionnaire distributed online via google form. The number of samples collected in this study were 264 samples, who are undergraduate students at the final year of college in Indonesia looking for internship programs or job vacancies. The analysis methods used in this study were descriptive statistical analysis, simple linear regression analysis, multiple linear regression analysis, and sobel test analysis. The results of this study indicate that employer attractiveness has a significant effect on intention to apply for a job and corporate reputation. Other than those, corporate reputation also has a significant effect on intention to apply for a job. Furthermore, the result of the sobel test shows that corporate reputation mediates the effect of employer attractiveness on the intention to apply for a job.